

REDESIGN OF KUMALA BOUTIQUE HOTEL IN BANDUNG CITY

Abstract

Bandung became one vacation destination city for citizens, especially from out of town and abroad. The number of residents outside the city and abroad who visit the city of Bandung, especially in the Asia-Africa region is, of course, directly affect the hospitality business. With the market competition is quite tight, then the hotel to attract visitors through a variety of ways, one through the hotel design. Boutique Hotel became one of the objects that has a huge potential market competition and many tourists outside the city and outside the country are likely to want mencari new experience that has not been found elsewhere.

The only Boutique Hotel in Asia-Africa is the Hotel Kumala. However, the discrepancy type (Boutique Hotel) in general at Hotel Kumala seen from several aspects. The hotel is visually not visible theme of the design, so the hotel can not be said that the hotel lacks originality. Hotel Kumala located Asia and Africa, where this area is one of the sights that the architecture is very strong Art Deco styles. Utilization of the site plan and the environment have not been applied to the design style. Selection of materials as supporters luxury atmosphere has not been implemented to the fullest. In addition, Hotel Kumala less recommended as one of the choice to stay, this is because the concept of a thematic hotel are still not visible, so visitors do not have this a new experience (unique) to tell, which is becoming a marketing strategy Boutique Hotel. So in other words, ni hotel excluding low profile.

The scope of this final project is a redesign of a good standard hotel in accordance with the classification and type with specific design considerations that are characterless hotel Boutique Hotel. Some of the objectives to be obtained from redesigning Hotel Kumala are made suitable for the kind that hotels that have character Boutique Hotel and make this hotel has rooms that meet the standards of the amount of space in accordance with the capacity of user space and can function optimally.

The design method is conducted field survey include: observation / observation, interview / interview, comparative studies and documentation. After that perform a literature study, analysis of survey data and literature data, synthesis, programming, theme and design concept, the design of the initial phase, the design phase of development / alternative design, evaluation and final design.

Keywords: *Art Deco, Asia Africa, Bandung, Boutique Hotel*